<u>ABSTRACT</u>

Disclosed is a search mechanism comprising: accepting search intent information from a user having a search intent; creating a semantic taxonomy tree having term(s) representative of the search intent information; augmenting the term(s) with associated concepts derived from the term(s) using existing terminological data; associating a weight with at least one of the term(s); obtaining user preference intent ; determining root term(s); transforming the semantic taxonomy tree to a Boolean search query; submitting the Boolean search query to searcher(s); receiving at least one search result(s); interpreting the search result(s); requesting page(s) specified the search result(s); receiving the page(s); generating ranked results; presenting the ranked results to the user; presenting the semantic taxonomy tree to the user; accepting user feedback from the user; and using the user feedback to update the user preference intent.